

**ABSTRACT**

A Business-to-Business (B2B) engine, apparatus and method for facilitating information interexchange between a telecommunications network and an information service provider. The B2B engine includes an interface module for  
5 interfacing with the telecommunications network and with the information service provider. The interface module allows the B2B engine to receive realtime information from the telecommunications network and provide the realtime information to the information service provider. The B2B  
10 engine includes a processor that controls the operation of the B2B engine and at least one application module interconnected to the processor that enhances the monitoring and realtime information retrieval of mobile terminals within the telecommunications network. The B2B engine also  
15 facilitates the reporting of the realtime information within the telecommunications network to the information service provider, thereby enabling content data and/or services to be provided to the mobile terminal.